

SPRING INTO MUSIC

April 13, 2019



Important Event Deadlines
Ads that require design services: March 8
Reservations & print ads: March 14
Payments: April 1

Gala Details

- Date:** Saturday, April 13, 2019
- Location:** New Jersey Performing Arts Center, One Center Street, Newark, NJ
- Program:** 4:30 pm Cocktail Reception and Silent Auction
6 pm Dinner
8 pm Concert with the New Jersey Symphony Orchestra
- Dress Code:** Cocktail Attire
- Parking:** Complimentary valet parking is provided for all event attendees.
- Silent Auction:** A silent auction will open online prior to the gala and will conclude at the event.

Join the New Jersey Symphony Orchestra and an array of cultural, social, business and civic leaders for an unforgettable evening of fine dining and entertainment at the Orchestra's 11th annual **Spring into Music Gala**.

We are elated to be honoring **Kevin Cummings, Chairman of the Board of Directors and Chief Executive Officer of Investors Bancorp and Investors Bank**. Cummings, along with Investors Bank, has been a longtime funder of the New Jersey Symphony Orchestra. Investors' support and generosity has driven several Orchestra fundraising initiatives, including large-scale annual events, such as the Opening Night Celebration, and most recently, an annual weekend NJSO concert series sponsorship.

The evening includes a cocktail reception, dinner, silent auction, and culminates in a **Supercalifragilisticexpialidocious** performance with the Orchestra as they perform the heart-tugging, toe-tapping songs of the beloved film **Mary Poppins!** This symphonic cinema event features the five-time Oscar-winning classic Disney film unfolding on the big screen as the NJSO performs the charming and delightful musical score.



Individual Tickets

Silver Event Ticket – \$2,500

Admission for one to the cocktail reception, silent auction, dinner and performance; digital slideshow ad. *(Includes a \$2,200 charitable donation)*

Bronze Event Ticket – \$1,250

Admission for one to the cocktail reception, silent auction, dinner and performance. *(Includes a \$950 charitable donation)*

All proceeds from the gala will support the NJSO's artistic, education and community engagement programs.

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Sponsorships

Dinner Sponsor – \$50,000 (Includes a \$44,000 donation)

CATEGORY EXCLUSIVITY: An invitation for **20 guests** (two tables)

- Premier seating for the concert
- Prominent recognition as a Dinner Sponsor on event materials
- A full-page BW ad in the concert program book
- Company name and logo featured on the NJSO and auction websites and dinner menus

Cocktail Reception Sponsor – \$35,000 (Includes a \$30,200 donation)

CATEGORY EXCLUSIVITY: An invitation for **16 guests** (two tables)

- Preferred seating for the concert
- Prominent recognition as a Cocktail Reception Sponsor on event materials
- A full-page BW ad in the concert program book
- Company name and logo featured on the NJSO and auction websites and beverage napkins

Diamond Sponsor – \$25,000 (Includes a \$22,000 donation)

- An invitation for **10 guests** (one table)
- Preferred seating for the concert
- Recognition as a Diamond Sponsor on event materials
- A full-page BW ad in the concert program book
- Company name and logo featured on the NJSO and auction websites

Platinum Sponsor – \$15,000 (Includes a \$13,200 donation)

- An invitation for **6 guests**
- Preferred seating for the concert
- Recognition as a Platinum Sponsor on event materials
- A full-page BW ad in the concert program book
- Company name and logo featured on the NJSO and auction websites

Gold Sponsor – \$10,000 (Includes an \$8,800 donation)

- An invitation for **4 guests**
- Preferred seating for the concert
- Recognition as a Gold Sponsor on event materials
- A Digital Slideshow Ad
- Company name and logo featured on the NJSO and online auction websites

Advertising

Concert Program Book Premiere Ad - Your ad will be placed in the NJSO concert program book reaching 18,500 patrons in all six NJSO venues from April through June 2019!

- Full-page premiere ad in the NJSO concert program book (black and white) – \$5,000
- Half-page premiere ad in the NJSO concert program book (black and white) – \$2,500

Digital Slideshow Ad – Your custom message will be included in the digital slideshow that will be shown at the event. Please send a JPG or PNG of your logo or photo, along with the text that should be included in your message.

- Full screen color message with logo or photo—\$500

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Reservation Form

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NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE () _____ EMAIL _____

LISTING _____

(Please print your name or organization name as you wish it to be recognized in print for this event)

Sponsorship Packages

- _____ Dinner Sponsor – \$50,000
- _____ Cocktail Reception Sponsor – \$35,000
- _____ Diamond Sponsor – \$25,000
- _____ Platinum Sponsor – \$15,000
- _____ Gold Sponsor – \$10,000

Individual Tickets

- _____ Silver Ticket(s) at \$2,500 each
- _____ Bronze Ticket(s) at \$1,250 each

Digital Slideshow Message

(Included with all sponsorships along with a high-res logo or photo)

Advertising (due March 14)

Concert Program Book Premier Ad

Reaching 18,500 patrons in six venues across New Jersey
(See enclosed form for specifications)

- _____ Full-Page Premiere Ad (black and white) – \$5,000
- _____ Half-Page Premiere Ad (black and white) – \$2,500

Digital Slideshow Ad

- _____ Full-Screen Message with logo or photo – \$500

Other Support

- I am unable to attend but have enclosed a fully tax-deductible contribution of \$ _____
- For \$250, I would like to sponsor an NJSO musician to be seated at the gala dinner.
- I have an item I'd like to donate to the Silent Auction (goods, services, unique experience, vacation home, etc.)

ITEM _____

(We will contact you for more information on your auction item and to arrange pick up or delivery.)

Payment Information

Total Amount Included \$ _____

- Check enclosed payable to *New Jersey Symphony Orchestra*.
- Charge to: Visa MasterCard American Express Discover

ACCOUNT # _____ EXP. DATE _____ CVV# _____

NAME ON CARD _____

SIGNATURE _____

Return Completed Form to: NJSO • Spring into Music Gala • 60 Park Place, Suite 900 • Newark, NJ 07102

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Advertising

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Ad Specifications

BW Full-Page Ad

BW Full-Page Ad

Black and white, full bleed and trim 5.375" W x 8.5" H
(add .25" bleed all around)

BW Half-Page Ad

Black and white, trim 5.375" W x 4.25" H (no bleed)

If your ad mentions the NJSO, it can be spelled out as
"New Jersey Symphony Orchestra" or "NJSO"

Helpful Hints

- ✚ If your ad mentions the NJSO, it should be stated
"New Jersey Symphony Orchestra" or "NJSO."
- ✚ If you would like mention Xian, her full name is Xian Zhang, and her
title is Music Director
- ✚ If you want help with the wording in your ad, let us know in the box
below, and we'll contact you with sample text.

BW Half-Page Ad

If you wish to create your own ad: Please submit grayscale high-resolution
PDF files with crop marks and bleeds. Email PDF files to
lbessey@njsymphony.org. Please reference **Spring into Music** in the subject
line.

If you want us to create your ad: Please print the text for your ad as you
would like it to appear in the journal or email your wording to lbessey@njsymphony.org. Please reference **Spring into
Music Ad** in the subject line.

Return Completed Form to:

NJSO • Spring into Music Gala • 60 Park Place, Suite 900 • Newark, NJ 07102

Contact: Laura Bessey, NJSO Manager of Special Events: lbessey@njsymphony.org or 973.735.1729